

JUL 22 1924

©CIL 20-114

✓ MANHANDLED ✓

✓ Photoplay in 7 reels ✓

✓ From the Saturday Evening Post Story by  
Arthur Stringer ✓

Directed by Allan Dwan ✓

Author of Photoplay (under Sec. 62)  
Famous Players Lasky Corporation of the U. S.

JUL 22 1924

"Manhandled" is 7 Reels—6998 Feet Long

P A R A M

# PRESEN

Adolph Zukor and Joe  
GLORIA S

"MANHA

An Allan Dwa

From the story by

Screen play by M

A Paramount

PURPOSE: To Help You Se

©CIL 20414

"Manhandled" Is Without

Gloria Swanson Box

PUTTING IT "Manhandled"

JUL 22 1924

"Manhandled" is 7 Reels—6998 Feet Long

PARAMOUNT

# PRESS

Adolph Zukor and Jesse L. Lasky

GLORIA SWANSON

"MANHANDLED"

An Allan Dwan Production

From the story by

Screen play by F. M. ...

A Paramount Picture

PURPOSE: To Help You See

©CIL 20414

"Manhandled" Is Without A  
Gloria Swanson Box

PUTTING IT | "Manhandled" |



OUNT

Anything in This Press Sheet May Be Reprinted

Le Lasky present

WANSON

NDLED"

a Production

Arthur Stringer

ank W. Tuttle

Picture

# SHEET

the Picture to the Public.

A Doubt The Greatest  
Office Picture Ever Made

WILLIAM AND JESSE LASKY

Picture in Comedy Great Love





# Gloria Swanson in STORIES TO GET YOU

Clip the stuff you want on this page and send it to the editors.

## Gloria a Salesgirl

Star of "Manhandled" Actually Worked  
in Department Store for Experience

(Good special newspaper story of Gloria's day as  
an employee in a big New York establishment.)

**G**LORIA SWANSON knows what it feels like to stand in line for  
an hour or more waiting for an employment officer to inspect her  
application blank; she knows exactly the sensations of a new salesgirl  
who is escorted to her place behind a department store counter while  
the other girls look on critically, and she has felt the thrill of her  
first successful sale.

The experiences were all a part of "I was a salesgirl"...

### Special Stories

Subway Straphangers'  
"Ten Commandments"

by Gloria Swanson

(Who comes to the.....Theatre  
next.....in the new Allan Dwan  
production for Paramount,  
"Manhandled".)

Gloria Swanson took a subway ride  
in New York during the rush hour  
to get atmosphere for her latest Para-

### Press R

(Review

**G**LORIA Swan  
again! In her  
picture, "Manhandle  
at the .....  
has put another cr  
ance on top of her  
za," "The Hummin  
Society Scandal."  
"Manhandled" de  
lems of life in New  
girl finds them, and  
the role of Tessie  
whole gamut of em  
white lights of Bro  
whirl at being a

# n "Manhandled" VALUABLE PUBLICITY

Additional press sheets at your exchange if you need them.



## Reviews

No. 1)

son has done it new Paramount d," now showing ... Theatre, she owning perform- three latest, "Zag Bird" and "A ds with the prob- York as the shop Miss Swanson, in eClean, runs the ions, trying the adway, taking a ... model.

## Advance Stories

### "Manhandled," Starring Gloria Swanson, Coming

Three cheers and a couple of tigers! Gloria Swanson is coming to town! No, dear reader, not in person, but in her latest Paramount picture, "Manhandled." It's due at the ..... Theatre on ..... Listen, folks, we have some inside information on this production and being of a generous disposition, we are going to let you in on it. Some of you have a ... of intense concen-

## Our Gloria Gone? Not by a Long Shot See "Manhandled"

### Screen Star Very Much Alive in New Paramount Film at the Rialto

If you are one of the millions, who have loaned an ear recently to the mysteriously recurrent rumors of Gloria Swanson's demise, we say, yea beseech you, to take a trip down to the ..... Theatre some day this week and see "Manhandled," Gloria's latest production for Para- and if, after that you still

## Ann Pennington and Brooke Johns Do Their Stuff in "Manhandled"

Ann Pennington and Brooke Johns, the Ziegfeld Follies entertainers have gone into the movies, not forsaking the stage, however. In Gloria Swanson's new Paramount picture "Manhandled," Miss Pennington and Mr. Johns do their stuff before the camera. The scene is a party in a New York sculptor's studio and the two whirlwinds from the New Amsterdam Theatre are guests at the party. They do their turn just as others, making the scene one of the classiest studio parties the





Gloria Swanson

# AIDS WHICH WILL CLIC

Your Exchange has mats of all the ads and production scenes; also

ADOLPH ZUKOR  
JESSE L. LASKY  
PRESENT

# GLORIA SWANSON

IN



in "Manhandled"

## LOOK AT THE BOX-OFFICE

cuts of one, two and two-supplementary ads. Price List, Page 4.

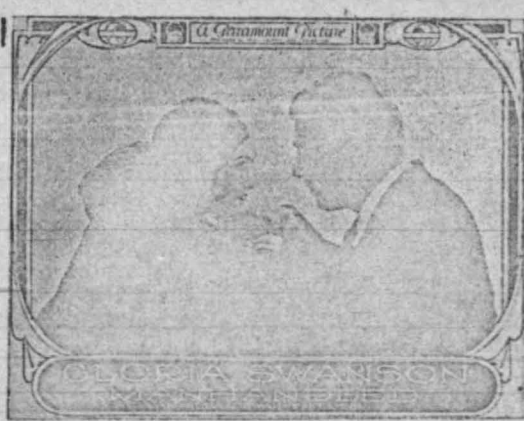


Four-Page Roto Magazine

Screen Scrapbook

GLORIA SWANSON








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STILL LIFE

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NSON

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N DWAN  
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 model of you have a look of intense concen-  
 And if after that you shall



Poster 6A

One-Sheet Poster 1B



Poster 24A

## Advertising Price List

NOTE: The prices quoted below are base prices only. The more advertising you buy, the less the individual costs. Ask your local Ad Sales Manager about Special QUANTITY PRICE CONCESSIONS.

Owing to duty additional transportation charges, etc., the prices quoted below do not apply to Canada. Get the Canadian price list from your exchange.

### FOR OUTDOOR ADVERTISING—POSTERS

One Sheet (1A and 1B).....	.15
Three Sheet (3A and 3B).....	.45
Six Sheet (6A).....	.75
Twenty-four Sheet (24A).....	2.40

### PHOTOS FOR YOUR LOBBY

22 x 28 (Colored).....	.40
11 x 14 Set of Eight (Colored).....	.60

### STAR CUTS OF GLORIA SWANSON

One Column.....	.25
Two Column.....	.40
Three Column.....	.60
Circle Thumbnail (Coarse or Fine).....	.15

### FOR NEWSPAPER ADS—ADVERTISING CUTS

One Column.....	.35
Two Column.....	.65
Supplementary (two column) (two styles).....	.25
Midget Cuts (each).....	.15

### MATS, ADVERTISING, PRODUCTION, ETC.

One Column.....	.65
Two Column.....	.10
Three Column.....	.15
Four Column (Adv. Only).....	.25

### FOR GENERAL EXPLOITATION

Herald, per thousand.....	3.00
GILT-EDGED FRAMES (Size 17 x 43 in.).....	1.50
Insert Cards (14 x 36 in. to fit above).....	.25
22 x 28 Gilt Frames.....	1.50
Window Card.....	.97
Announcement Slide.....	.15
Publicity Photos.....	.10
Rotogravure Magazine, per thousand.....	7.50

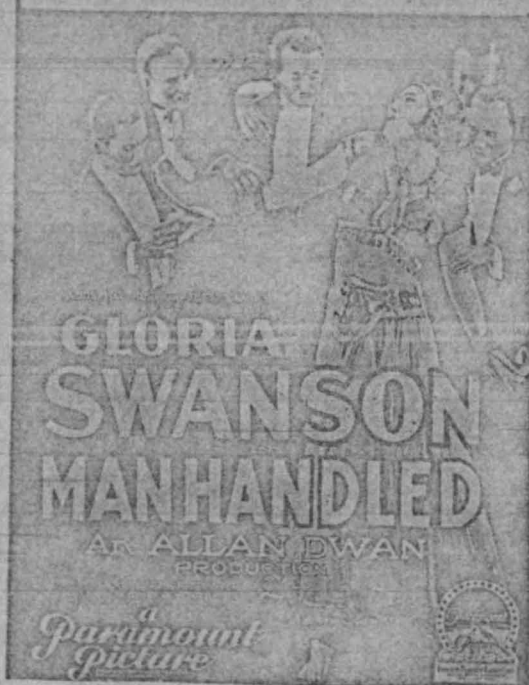
### Trailers—National Screen Service

126 W. 46th St., New York City  
845 So. Wabash Ave., Chicago, Ill.  
917 So. Olive St., Los Angeles, Cal.  
254 Turk St., San Francisco, Cal.

Press Books and Thematic Music Cues are gratis.

One-Sheet Poster 1A

Six-Sheet



Stunning Colored Window Card



Twenty-Four Sh



audience.

Tie up the still in which Gloria lies on the bed and pulls a piece of chewing gum off her shoe with a "Manhandled Clean-up Week."

Send out a teaser letter like this: Dear Mrs. Soandso. I'm a good girl, but I work hard and I like a good time when I'm free. I don't seem to be able to avoid flirting. Do you think I'm wrong to allow myself to be MANHANDLED a little? I asked GLORIA SWANSON, and she advised me to see her picture at the ..... Theatre next week. Let's both of us go and see what she means. They say it's great.

Look up in your directory the names of everybody ending in man. Use in teaser ad headed MANHANDLED.

Teaser: Help! I'm being MANHANDLED. GLORIA SWANSON.

Boys, "Manhandled" is one of those pictures where if you get 'em in the first night, your barrel of dough is assured. Go get 'em that first night by advertising well in advance and plenty. That's a tip.

They'll roar at the comedy. They'll marvel at the acting genius of Gloria, for it's nothing less; she's inspired in this picture! They'll almost burst out crying at the final love scene, but they'll love it.

We can't possibly get over to you the wonderful gags, the pieces of ad lib business, the great box-office touches with which "Manhandled" abounds.

It's the greatest Swanson ever, that's a cinch. It's a brand-new Swanson, a greater Swanson, a marvel of a Swanson.

The rest of the cast is good too.

Tom Moore does a role like the one in "Big Brother" and does it equally well. Ian Keith, Gloria's new leading man in her picture after "Manhandled," is a famous Broadway stage matinee idol and is handsome and a peach of an actor. Paul McAllister was in "Experience" and many of our other pictures. Housman is also well known to the fans. Lilyan Tashman was in the original stage cast of "The Gold Diggers" and is a great, vivid blond foil for Gloria.

Theme—All about the everyday life of a woman in a big department store. A friend advises her that "gold-digging" is the easiest way to get the most enjoyment out of life. She tries it, discovers how

## Confidential Report

We hope there is no individual so benighted as to slip through his fingers without grabbing even

If you have seen "Zaza," "The Humming Bird," forget 'em. Yes, we said "Humming Bird."

For if the Swanson of "Manhandled" has gotten licked to a frazzle, we'll eat our lid!

"Manhandled" is a comedy—a mad, sizzling comedy that doesn't give you a second to catch your love story is blended with the hot pepper and tabasco; it's a comedy.

And what a marvelous comedienne this Gloria "Humming Bird." She shoots the works in "Manhandled."

And, on the other hand—

"Manhandled" shows Gloria dressed to kill. Gloria posing in very little in an artist's studio; love-role as the shop girl who loves her husky tall millionaire girl-chasers and have a good time being

It's the greatest Swanson ever, that's a cinch, a marvel of a Swanson.

Go the limit on "Manhandled." It will be

Country of Origin, U.S.A. Copyright, 1924. For



Town, New York, and a hundred others lack of space prevents our enumerating. Here's a picture that's crammed full of meat from title to climax.

## on "Manhandled"

to permit this "Manhandled" ocean of gold dust  
ry last crumb coming to him.

rd," "A Society Scandal" and raved over them,

it got these other three great Swansons put to-

g, jazzy and, at times, joyously slapsticky com-  
ur breath between laughs! An appealing little  
asco to give it that mellow flavor. But primarily

ria is! She gave you a hint of it in "The Hum-  
ndled."

in Parisian gowns as a fake Russian princess;  
Gloria getting over a wonderfully sympathetic  
xi-driver sweetheart but wants to flock with the  
sides.

ch. It's a brand-new Swanson, a greater Swan-

ek up anything you say or do.

uous Players-Lasky Corp. All Rights Reserved.

Swanson production  
Paramount, "Manhandled," of

Paul Garretson.....	Paul McAllister
Brandt, the sculptor.....	Ian Keith
The Salesman.....	Frank Allworth
Boarding House Keeper.....	Carrie Scott
"Chip" Thorndyke.....	Arthur Housman

## Program Paragraphs

"Manhandled" is a simple, human story of a young girl behind the bargain counter in a big department store. She comes to the realization that just as merchandise sells at bargain prices from over-handling, so do women pay the price in reputation for the same reason. But with her experience, she reaped a great victory!

Every girl when they see "Manhandled" will imagine themselves doing the wild, romantic, exciting things that Gloria Swanson does. And in addition they will find beautiful clothes, beautiful settings, plus a homely heart-interest that will tie up with many of their own experiences.

What a story! What a star! Gloria at both ends of the fashion ladder. "Manhandled" has it all!

Climbing the false social ladder to success, swamped with silks and furs, MANHANDLED, only to find in the end that honesty, even in love, is the best policy.



# SWANSON MANHANDLED

AN  
ALLAN DWAN  
PRODUCTION



A Paramount Picture

Three Sheet Poster—3B

Morgan, Lillian Russell, to name a few, lies beauty; Paul McAllister, Ian Keith and others playing in the supporting cast. The picture will be shown at the ..... Theatre on .....

## Claim "Manhandled" Better Than Even "Humming Bird"

In her latest Paramount picture, "Manhandled," which Allan Dwan has made from Arthur Stringer's Saturday Evening Post story, Gloria Swanson will again prove a surprise to the public. In "Zaza," "The Humming Bird" and "A Society Scandal" critics have seen a new Swanson, one who could do more than just wear clothes well. Now she blossoms out as a comedienne of the first rank.

The comedy scenes in "Manhandled" are so well done by the diminutive star that her friends, who have seen the picture, are already congratulating her. One of the especially clever bits of comedy imitation she does in the picture is the impersonation of a Russian countess. She puts a Chaplin touch into this scene that is very interesting.

In each succeeding picture Allan Dwan, who is directing Miss Swanson, seems to find new histrionic ability in her and in "Manhandled" she combines mimicry, broad comedy, tears and pathos for one of the best character delineations she has yet brought to the screen.

Immediately releases him and find him off on the sidelines somewhere joking with everyone from the property boy to the director.

Mary Astor always has her mother behind the camera watching the scenes being taken, and after each bit of action Mary goes to Mrs. Astor and gets her opinion on her work. Mrs. Astor also keeps the script of the picture with her and, with Mary, carefully goes over each successive scene so that when Mary again steps in front of the camera, she not only knows just what she has to do, but also knows what the rest of the characters in the scene are doing at the same time.

After Gloria Swanson has finished a scene and has a few minutes to herself, she almost invariably goes directly to the portable dressing room which, incidentally, was presented to her by the employees of the studio. In a few minutes Gloria starts singing and soon has an admiring audience on the set, for she really has a fine voice. Miss Swanson has no particular favorite songs, going right on down the line, singing everything from the latest jazz to opera selections.

Miss Swanson in her latest Paramount picture, "Manhandled," produced by Allan Dwan, will be the feature at the ..... Theatre. The story is a delightful comedy love-drama, with Tom Moore in the leading man's role. Arthur Stringer wrote the story, which ran in the Saturday Evening Post.

ed by Tom Moore, the greatest performer as the hard-working whose honest love end.

All in all, "Manhandled" is the most sensational have seen in many

## (Review)

The title of Gloria Swanson's latest Paramount picture, "Manhandled," is the first local showing of a Theatre, itself intriguing and arouses a desire to see what "Manhandled" is of Gloria's brand of hicle and the eve Swanson proves con is one of the most the picture world.

In the story, which Arthur Stringer and adapted tle, Gloria has the ro in a New York depart climbs the social ladder expensive jewelry, but after reaching da finds out that honest the long run.

Tom Moore heads the supporting cast, having Hogan, garage mechanic and taxicab driver by nls was directed by Allan Dwan. Several unique will delight and amaze movie fan.



no gives one of  
nces of his car-  
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ns Gloria in the  
dled" is one of  
ictures that we  
day:

### No. 3)

Swanson's latest  
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all-consuming  
It's all about  
dynamic name  
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gorgeous Miss  
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h is by Arthur  
by Frank Tut-  
le of a shop girl  
ment store, who  
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and everything,  
ngerous heights  
love is best in

an all-star sup-  
the role of John  
anic by day and  
ht. The picture  
n Dwan, who in-  
be touches that  
re the most blasé

affeta and the... at the same eco-  
nomics department of any school  
might hold up as a shining example  
of how the American girl can dress  
without spending a fortune on cloth-  
es. To complete the outfit, Gloria  
wears a cheap pair of hile hose and  
plain black oxfords. However, in the  
progress of Arthur Stringer's story,  
which Allan Dwan directed from an  
adaptation by Frank Tuttle, Miss  
Swanson is given the opportunity of  
wearing some stunning gowns and  
one of them cost just one hundred  
times as much as the little taffeta  
dress.

An all-star cast, headed by Tom  
Moore, supports Miss Swanson in  
"Manhandled," which is by far the  
best picture of her notable screen  
career.

### Big Cast for Swanson

That Paramount believes in sur-  
rounding Gloria Swanson with the  
best screen talent available is amply  
demonstrated in her new Paramount  
picture, "Manhandled," which is an-  
nounced for the ..... Theatre  
on .....

Tom Moore, one of the best-liked  
and most popular of screen actors,  
is Gloria's leading man. Those who  
have had an advance peep at the pic-  
ture claim that his portrayal of the  
poor garage mechanic is his greatest  
performance. Ann Pennington and  
Brooke Johns, most famous of the  
Ziegfeld Follies stars, are also in the  
picture.

for Paramount, "Manhandled," of  
the same type that brought her fame  
in "The Gold Diggers."

Miss Tashman's most recent ap-  
pearance on the screen was in "Head  
Over Heels," and before that she  
played in "Experience" and "Paying  
the Piper," two George Fitzmaurice  
productions for Paramount.

In "Manhandled," opening next  
..... at the .....  
Theatre, Miss Tashman has the role  
of "Pinkie," Gloria Swanson's coun-  
ter mate in the department store  
scenes of the picture. Tom Moore is  
leading man, and others in the cast  
are Frank Morgan, Paul McAllister,  
Ian Keith, Frank Allworth, Carrie  
Scott and Arthur Housman.

### The Bowery—the Bowery

Carrie Scott, originator of the fa-  
mous Bowery Girl type on the stage,  
is in the new Gloria Swanson-Allan  
Dwan production for Paramount,  
"Manhandled."

After 39 years on the stage Mrs.  
Scott has decided to give up her work  
before the footlights and devote all  
her time to the screen. She has  
lately appeared in "Big Brother,"  
"Zaza," "Grit," "West of the Water  
Tower" and "The Humming Bird."

Mrs. Scott plays the part of a land-  
lady in a Bronx boarding house in  
"Manhandled," coming to the.....  
on..... Tom Moore has the lead-  
ing man's role in the production.



Three Sheet Poster—3A





Gloria Swanson in a scene from the Paramount Picture "Manhandled" An Allan Dwan Production

*Special Three-column Production Mat 3P*



IMAGINE  
your fav  
Imagine G  
more gaspi  
imagine her  
besides! Bu  
See "Man

**OTHE**

*Two-column*





## SWANSON in "Manhandled"

Is a picture ten times better than  
 favorite Swanson picture to date!  
 Gloria more stirringly dramatic,  
 more gorgeously gowned than ever! And  
 as a howlingly funny comedienne  
 it you can't imagine it!  
 "Manhandled!"

## OTHER FEATURES

in Supplementary Press Ad 2ASX



## GLORIA SWANSON IN "Manhandled"

GLORIA as a  
 dramatic mar-  
 vel, Gloria as a  
 fashion plate, Gloria  
 as a comedienne!

An ALLAN DWAN Production  
 Presented by ADOLPH ZUKOR & JESSE L. LASKY

From the story by Arthur Stringer — Screen play by Frank W. Tuttle

Two-column Press Advertisement 2A



## GETTING IT OVER RIGHT

In "Manhandled" you have one of the best box-office and exploitation titles ever offered to you.

Arrange with your men's furnishing stores to hold special sales of "Goods Slightly Manhandled."

Get out stickers to place on boxes. Have them read "Manhandled with Care."

Organize an "Anti-Manhandled League" among the girls of your town, to be composed of those opposed to flirting. Start an argument around this idea in the newspapers.

Print up a puzzle picture consisting of the figure of a man (MAN), a picture of a hand (HAND), and a picture of a woman with a dog on a leash (LED). Tell them it's the title of Gloria Swanson's latest and greatest picture and have them guess the title for prizes.

Plenty of department store shots in the stills for use in tie-ups with your local merchants.

Tom Moore knows in the end that Gloria loves him because she has written "I love you," "I miss you more every day," and all that kind of thing beside the dates on a big calendar that hangs on his

CAN a good girl allow herself to be flirted with by men and still preserve her spotless reputation? Isn't a girl's reputation like any other piece of precious, perishable goods—if it's manhandled too much, it loses its value and has to be marked down to bargain prices? Does a good man want to marry a girl, however pure she may be, if she's been fondled about by other men?

Here is the story of a girl who starts life in a New York department store—a regular girl, the kind that everyone likes—with human dreams and human longings. Money—beautiful clothes, good times have the same appeal to her that they have to the average girl who has never had them. Why cannot she have them as everyone else? She has youth, beauty—is clever and attractive, and naturally there are men who are willing enough to help her to lead the kind of life she thinks she wants.

She is caught up in a wild whirl of gaiety—at a breakneck pursuit of pleasure in the gayest set in the metropolis, but she does not realize how her free and easy contact with so many men is tarnishing her womanhood.

Spending her early life behind the bargain counter of a depart-



GLORIA SWANSON

IN  
"Manhandled"  
An  
ALLAN DWAN  
PRODUCTION

MANHANDLED" is  
bound to be the



PRESENT  
**SWANSON**



## Appeal, Here's One You Can Safely Boost Up to the Limit

**N**O NEED to tell you what Glorious Gloria means at the box-office today. "The Humming Bird" and "A Society Scandal" did that. But here's a promise and a prophecy. "Manhandled" will prove the biggest revenue-getter Gloria Swanson has ever produced, bar none!

Imagine the screen's most gorgeous personality as a silken gold-digger, trading her company for jewels and Rolls-Royces. Escaping untarnished, though her charms, like all rare goods handled too freely, sink to the bargain-price class.

Imagine the punch, the gowns, and, best of all, the profits! The story was evolved from a suggestion by Sidney R. Kent, General Manager in charge of distribution of the Famous Players-Lasky Corp., a real showman familiar with what a box-office story should be. Arthur Stringer wrote the story, which appeared in the Saturday Evening Post.

### Synopsis

The story starts with Gloria, as Tessie McGuire, a little, fun-thirsty, hard-working, slangy, but innocent shopgirl in a big New York department store, punching the clock with the rest of the girls at the close of the day. She plunges through the subway jam and uptown to her dingy furnished room. Johnny Hogan, a garage mechanic by day and a chauffeur by night, loves her and wants to marry her. But he is poor, though he hopes to get rich some day through a new-fangled carburetor he has invented. She won't marry him. She wants a good time first.



wall. Get a calendar and pull off a teaser campaign around this idea.

Good stuff for town-boosters in the shots of Gloria trying to plunge into the terrible jam in the New York subway trains. Show the stills with a caption like, "Aren't you glad you live in Anytown? Nothing like this to contend with here."

Tie up with your local book, drug and department stores with the popular 75-cent edition of the book, "Manhandled," by Arthur Stringer and Russell Holman. A flashy photo of Gloria Swanson on the box-office jacket, with direct reference to the Paramount Picture. This novel is bound to be a best-seller and is being put out simultaneously with the release of the picture.

Arrange a display consisting of one still each from "Zaza," "The Humming Bird," "A Society Scandal" and "Manhandled" as different as possible from each other. Label the display, "The Amazingly Versatile Gloria Swanson."

Tie up with the scene in which Gloria poses in a ballet costume for an artist by offering to have an artist paint a portrait of the girl in your town who most resembles Gloria. Have the portrait painted on your stage before the

ment store, she learns the lesson that a woman's virtue can be marked down from par just the same as a piece of merchandise, and as she sees article after article pass through her fingers, constantly depreciating in value from overhandling, so does she finally find that her own value in the eyes of the man who loves her more than anything else, is depreciating in the same manner from manhandling—and then when all of this comes home to her, she wins for herself a great and wonderful victory in a very startling manner.

Imagine—

Gloria standing on her head in bed to scrape a piece of chewing gum from her shoe; Gloria jammed and jostled hither and thither in a packed subway train and fighting the roughnecks for a seat; Gloria slipping and doing a backward-somersault over a bearskin rug at a swell studio party; Gloria mimicking behind the back of a floorwalker in a Fifth Ave. department store; Gloria imitating Chaplin and doing it screamingly well; Gloria wiggling, romping, clowning, having the time of her life—and, boy, how entertaining! They'll yell, scream, whistle and howl to die when they see her!

most talked of Swanson picture ever made! Come and give yourself a special treat!

You'll see—

Gloria clowning and doing a screeching imitation of Charlie Chaplin; struggling in a subway jam, her every move a howl; posing as a Russian countess, gaspingly gowned and screamingly funny. Sensational? Boy!



Three-column Newspaper Advertisement

## All About "Manhandled"

**Star**—GLORIA SWANSON.

**Producer**—Allan Dwan, the man who made "Robin Hood," "Zaza," "Big Brother," "A Society Scandal."

**Author**—Arthur Stringer, whose story ran in the Saturday Evening Post.

**Scenarist**—Frank W. Tuttle, recently appointed a director of Paramount pictures.

**Cameraman**—Hal Rosson, Dwan's regular photographer.

**Type of Story**—Class A-1 comedy love drama, in which Gloria Swanson steps out of her character and clownes all over the sets, mimicking, pantomiming, doing almost unbelievable things. If this isn't the doggondest Swanson picture you ever saw in your life, rental money will be refunded without a whimper.

really  
with a

**Appeal**—

If there  
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Then,  
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where.

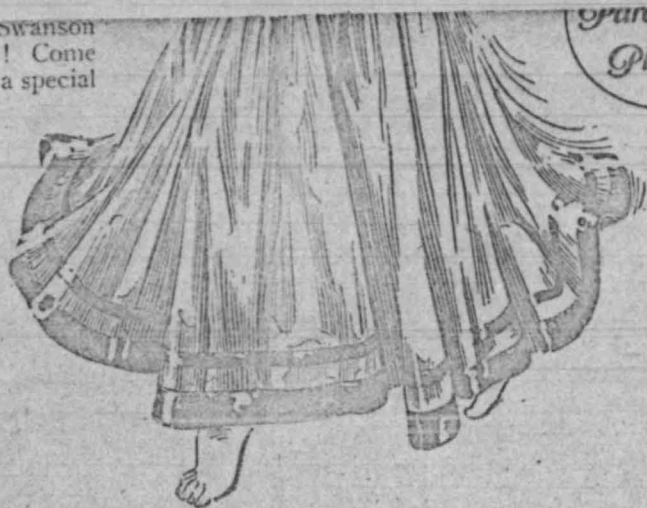
**Big Scene**

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iked of Swanson  
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Paramount  
Picture

Three-column Newspaper Advertisement 3A (Mats Only)

## About "Manhandled" in Brief

SON.

an, the man who made "Robin  
g Brother," "A Society Scandal."  
ager, whose story ran in the Sat-  
t.

Tuttle, recently appointed a  
unt pictures.

osson, Dwan's regular photog-

A-1 comedy love drama, in  
ason steps out of her character  
the sets, mimicking, pantomim-  
unbelievable things. If this isn't  
anson picture you ever saw in  
money will be refunded without

really dangerous it is and is brought to her senses  
with a bang.

**Appeal**—Gloria Swanson—what more need be added?  
If there's another star in filmdom that can bring in  
the crowds like our Gloria, we'd like to meet her.  
Then, of course, the story. It's the most human  
thing that's ever reached the screen, absolutely pos-  
sible. In fact the things that happen to Gloria in  
the picture are happening to girls in big cities every-  
where.

**Big Scenes**—You'll be laughing yourself silly at Gloria  
and her antics one minute and the next almost on  
the verge of tears, sympathizing with her in her  
sorrowful plight. There's a subway scene that is  
a real novelty and will interest everyone, especially  
those who have heard about these underground  
railways but never seen them. Then there's the  
bright-light district, artist-studio section of the Big

his friend Paul Garretson, a novelist, spot her and flirt with  
her counter-mate, Pinkie, a wise little gold-digger. They go  
party in the studio of Brandt, a sculptor, where Tess ma  
with her imitation of Chaplin and of a Russian princess.  
flock around, all anxious to attract her. Riccardi, propri  
swell Fifth Ave. modiste shop, crashes into the party and i  
with Tessie's charms and her imitation of the Russian that  
her a job masquerading as the princess in his shop and pe  
for the Rolls-Royce trade. She accepts. She also accepts  
request that she pose for him.

She poses for Brandt in a nifty ballet costume, and l  
grab her, and she runs away. She works for Riccardi, an  
the same thing. Johnny Hogan is quite disgusted with  
goes to Detroit about his carburetor, and she hits the hi  
all it is worth. Just a good kid out for a good time.

Tessie attends a swift party in Riccardi's apartment, a  
very fast. She is frightened, sick of the tinsel-life.  
Thorndyke to take her away in a taxi, and he consents.  
her in the taxi and proceeds to flirt with her. But she  
and runs home as fast as she can. And there in the h  
boarding house is Hogan, home from Detroit, successfu  
swell clothes, waiting for her.

He takes one look at her tumbled hair and clothes  
away disgusted. "I asked you to stay good—and you c  
says bitterly. She pleads, but he is firm. Till he goes to h  
finds markings on his calendar, "I love you. Tessie." "I  
miss you more. Tessie" and lots more evidences that  
and all his. And finally he breaks down and takes her i

## Cast

Tessie McGuire.....	GLORIA SWA
Johnny Hogan.....	Tom
Riccardi .....	Frank
Pinkie .....	Lilyan T





Paramount  
Picture

paper Advertisement 3A (Mats Only)

# Manhandled" in Brief

really dangerous it is and is brought to her senses with a bang.

**Appeal**—Gloria Swanson—what more need be added? If there's another star in filmdom that can bring in the crowds like our Gloria, we'd like to meet her. Then, of course, the story. It's the most human thing that's ever reached the screen, absolutely possible. In fact the things that happen to Gloria in the picture are happening to girls in big cities everywhere.

**Big Scenes**—You'll be laughing yourself silly at Gloria and her antics one minute and the next almost on the verge of tears, sympathizing with her in her sorrowful plight. There's a subway scene that is a real novelty and will interest everyone, especially those who have heard about these underground railways but never seen them. Then there's the bright, busy district, artist-studio section of the Big

his friend Paul Garretson, a novelist, spot her and flirt with her and her counter-mate, Pinkie, a wise little gold-digger. They go to a wild party in the studio of Brandt, a sculptor, where Tess makes a hit with her imitation of Chaplin and of a Russian princess. The men flock around, all anxious to attract her. Riccardi, proprietor of a swell Fifth Ave. modiste shop, crashes into the party and is so taken with Tessie's charms and her imitation of the Russian that he offers her a job masquerading as the princess in his shop and pouring tea for the Rolls-Royce trade. She accepts. She also accepts Brandt's request that she pose for him.

She poses for Brandt in a nifty ballet costume, and he tries to grab her, and she runs away. She works for Riccardi, and he tries the same thing. Johnny Hogan is quite disgusted with her. He goes to Detroit about his carburetor, and she hits the high life for all it is worth. Just a good kid out for a good time.

Tessie attends a swift party in Riccardi's apartment, and it gets very fast. She is frightened, sick of the tinsel-life. She urges Thorndyke to take her away in a taxi, and he consents. He seizes her in the taxi and proceeds to flirt with her. But she jumps out and runs home as fast as she can. And there in the hall of her boarding house is Hogan, home from Detroit, successful, rich, in swell clothes, waiting for her.

He takes one look at her tumbled hair and clothes and walks away disgusted. "I asked you to stay good—and you didn't," he says bitterly. She pleads, but he is firm. Till he goes to his room and finds markings on his calendar, "I love you. Tessie." "Every day I miss you more. Tessie" and lots more evidences that she's pure and all his. And finally he breaks down and takes her in his arms.

## Cast

Tessie McGuire.....	GLORIA SWANSON
Johnny Hogan.....	Tom Moore
Riccardi.....	Frank Morgan
Pinkie.....	Lilyan Tashman

JUL 22 1924

Washington, D. C.

July 22, 1924

Register of Copyrights  
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following  
named motion picture films deposited by me for registration of  
copyright in the name of Famous Players Lasky Corporation

MANHANDLED

Respectfully,

FULTON BRYLAWSKI

The Famous Players Lasky Corporation  
hereby acknowledges the receipt of two copies each of the  
motion picture films deposited and registered in the Copyright  
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
Manhandled	7/22/1924	L ©CIL 20414

The return of the above copies was requested by the said  
Company, by its agent and attorney on the 22 day of  
July and the said Fulton Brylawski for himself, and as  
the duly authorized agent and attorney of the said Company,  
hereby acknowledges the delivery to him of said copies, and  
the receipt thereof.

*Fulton Brylawski*



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